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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re: application of:

Shubhasheesh Anand, et al.

Serial No.: 10/799,048

Filed on: March 11, 2004

) Confirmation No.: 6738  
)  
) Examiner: Unknown  
)  
) Group Art Unit No.: 3622  
)

For: PREDICTING INVENTORY AVAILABILITY AND PRIORITIZING THE SERVING  
OF COMPETING ADVERTISEMENTS BASED ON CONTRACT VALUE

Mail Stop Amendment  
Commissioner for Patents  
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Sir:

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37 C.F.R. §1.97(b). It is respectfully requested that the cited documents be considered and that the enclosed Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicants.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: February 7, 2007



Daniel D. Ledesma  
Reg. No. 57,181

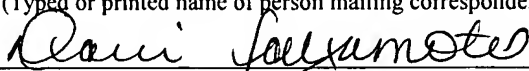
2055 Gateway Place, Suite 550  
San Jose, California 95110-1089  
Telephone: (408) 414-1080  
Facsimile: (408) 414-1076

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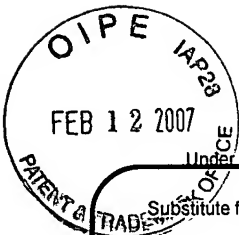
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Substitute for form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Application Number	10/799,048
Filing Date	March 11, 2004
First Named Inventor	Shubhasheesh Anand
Art Unit	3622
Examiner Name	Unknown
Attorney Docket Number	50269-0578

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of 1

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority, or the Declaration received in International application No. PCT/US04/27511.	

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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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